

TONOPAH DAILY BONANZA

OFFICIAL PAPER OF NYE COUNTY

Published every evening, Sunday excepted, by the Tonopah Bonanza Printing Co., Inc.



W. W. BOOTH, EDITOR AND MANAGER

MEMBER NEVADA PRESS ASSOCIATION.

Terms of Subscription by Mail for Daily Bonanza

One Year	\$12.00	Three Months	\$3.00
Six Months	\$6.00	One Month	\$1.00
Three Months	\$3.00	One Week	.30

Delivered by Carrier \$1.25 Per Month

\$10 REWARD.

A reward of \$10 will be paid for information that will lead to the arrest and conviction of parties stealing The Bonanza from subscribers.

TO SUBSCRIBERS.

Parties who do not receive their papers, or who have any cause of complaint, will oblige The Bonanza by notifying this office.

All legal advertisements will be charged for at the rate of \$2.00 per square for the first insertion. There will be no exception to this rate. No affidavit of publication will be made until the advertisement is paid for.

No advertising cut, one inch square or smaller, will be accepted unless made of metal. No wood base cuts of this size will be used. Wood cuts are dangerous to forms and press.

Entered at the Postoffice in Tonopah as second-class matter

Publicity the Life of Trade

Any attempt to abolish the Nevada publicity board which is a brief name for a long winded title which served to destroy the usefulness of a wise provision of the last legislature, should be severely reprobated. There is a magnificent field for the operations of such a branch of the administration and in all candor one must confess that there is probably not another state in the union which stands in such sore need of advertising.

Publicity is the vitalizing element of modern life. To dispense with it is to sign your death warrant and to notify the world that you have retired to the sanctity of a cloister for inner communion.

Some of the legislators at Carson City have expressed a certain hostility to the incumbent of the office of Nevada publicity commissioner but their personal prejudices should not be permitted to blind them to the imperative demand for the continuance of the bureau. If the official who conducts that department of the state government is objectionable, that fact should not militate against the movement which was given such an impetus under his guidance. The lawmakers have been prone to make a football or plaything of the publicity movement, as witness the treatment of the first commissioner whose career was stultified by the simple withholding of the appropriation until such time as it was of no value. Impotency is not a quality compatible with publicity. A good advertising man must be of the virile type. He should not be too scholarly to stoop to the dissemination of news through newspaper channels, but he should be constantly in the field where practical work is accomplished and where he can get in touch with the people and their wants. The newspaper columns should be liberally patronized and too much should not be expected of the publishers in spite of the fact that they have always shown their willingness to lend their papers to the exploiting of state interests.

The sum of \$20,000 a year is a small matter to a raw state like Nevada where the process of regeneration is constantly leaving the hardships of the frontier. The small county of Tulare in California, without any special industries, spends \$10,000 a year for the purpose of making known its advantages and to attract settlers. Humboldt county, in this state, makes no outcry against the cost of keeping up a publicity secretary and office at an expense of \$7000 a year, and Elko county is a staunch advocate of advertising. What these counties can do can be done by the state. There is no economy in cutting off advertising. Every merchant knows the best time to advertise is when business is dull, patronage is lethargic and money is slow in circulating. Risk times furnish no incentive for publicity.

Patronize Home Institutions

D. J. Sullivan of White Pine county has introduced in the assembly a bill providing for the deposit of \$500,000 of state funds in national banks. Evidently Sullivan is being used by others to pull a lot of burned chestnuts out of the fire. He should be warned in time to avoid falling into the trap which has been so insidiously laid for the betrayal of the taxpayers of Nevada into the hands of the centralized powers which are enthroned in Wall street. The national banks of this state are far inferior financially to the banks holding state charters. This is demonstrated by a comparison of the reserve funds held by the classes of banks. The state banks have an average cash reserve of 36 per cent, while the national banks, according to the latest report of the comptroller of the currency, have a scant 17 per cent for the protection of their depositors. The national banks do not pay a cent in taxes to support the state administration or to reduce the burden of the small taxpayers. They are tax dodgers of the bloated, overweening, boisterous, pompous, self-important order that go strutting about with a federal albus encircling their heads to denote their holier than thou standing. They don't pay a cent beside the personal liability which they cannot escape and there is the end of their responsibility.

Why should state funds be entrusted to their hands when they claim and insist on exemption from the jurisdiction of Nevada courts and fall back on the United States statutes whenever attacked? If there is any money to be invested or deposited let the state place it with the sterling banks which stand today as the best in the country with reserves greater than can be found anywhere else and with the deadly overdraft wiped off the slates. These banks lend their money for the promotion of local industry and they are amenable to the ruling of the local courts. Redress may be had for any grievance and the danger of loss is so slight that it is regarded as an infinitesimal quantity. The legislature should be apprised of this wolf in sheep's clothing which has crept into the fold and put an instant quiescence on any attempt to remote the welfare of national banks in Nevada.

One way to meet the parcel post is to advertise prices and invite comparisons with the outside world. Glittering generalities do not count. Let the people know what you are willing to do and how you propose to do it.

TEL-A-PHONE

We'll Quickly Respond

When you want anything from a drug store, just step to the telephone and let us know what it is. We will respond quickly, for "prompt service" is one of our hobbies.

This method of ordering drug store goods will save you time and perhaps unnecessary delay. The goods we carry are the best obtainable. Anything not satisfactory can be returned or exchanged.

Get the telephone habit.

If you are in the city, delivery will be made by special messenger. If you live on a rural route, goods will be delivered promptly by parcel post.

Prouty's Union Drug Store

We Pay Parcel Post Charges Within 2nd Zone

If Tonopah business men would get together in a commercial body that would undertake to prove the attractiveness of this camp, there would be too talk of going better and thicker for the purpose of doing something better. The transient tourist does the town on sight, but he may be converted into a permanent resident through proper cooperation.

Four thousand acres passed through Cheyenne, Wyoming, last summer. Of these all but 400 went south via Denver and New Mexico. Of the 400 that came west to Salt Lake three-fourths contained on in the coast by the Elly, Tonopah and Goldfield route. Thus business can be doubled with proper effort.

They have discovered sulphur in the Philippines. We always knew there was hot stuff there.

Interesting Sidelights

And being a "young Turk" has its dangers—even in America—Indianaapolis Star.

Some men spend more time, money and energy in coloring a meek scham pipe than the average artist does in decorating a whole house. Philadelphia Inquirer.

Four patriots are after the Jeff Davis senatorial vacancy, and the man who gets it is going to surprise the senate because he is going to be so different.—Houston Post.

Kansas now has a democratic governor. Last year it had Stubbs, the Roosevelt movement and the horse disease. Always "something the matter with Kansas."—Kansas City Journal.

Governor Hiram Johnson's son won't box and so the amateur welterweight championship won't be brought back to California. Where is that recall petition?—Syracuse Post Standard.

Does it not resemble trifling with destiny to attempt a shirt waste shortage exactly when the movement for the three piece woman suffragist is gaining impetus?—Chicago News.

To keep the members of his congregation from enjoying poor health, an eastern preacher has his services printed and sent to them when they are too sick to attend church.—Toledo Blade.

"Is it a crime to be a woman? asks one, who wants to vote. Dear, no! It is not a crime; it is sweet and heavenly to be a woman who does not care to vote.—New Orleans Picayune.

A smart Philadelphia woman has studied law successfully, to avoid legal expenses. But most people who have legal expenses are too busy doing the things that cause them to study much law.—Topeka Journal.

Washington city should be consoled in part for the loss of the inauguration by the parade of the suffragettes on the day before. The event is going to be well advertised as a drawing card.—Nashville Tennessean.

The express companies read with undisguised disgust the news that 6,000,000 parcels are going by parcel post every week.—Louisville Courier-Journal.

When all other subjects of public discussion fail us, we have left for revival at any time that old standby, "Shall the cauteen be restored?"—Omaha Bee.

If King Solomon had lived in a suffragette age, which one of his wives would have gone to posterity?

There are men who would be in favor of a limited anti-trust law—one that would become effective when it is their time to do the ordering.—Toledo Blade.

Some people have such a funny idea of humor that they will pay parcel postage on a paving block and think the joke is on Uncle Sam. Washington Post.

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